CLAIMS

What is claimed is:

1. A system for reporting counted impressions in at least one network device, comprising:

a data warehouse for collecting event data pertaining to the network device; and

a user interface for querying the data warehouse to enable a user to determine the counted impressions of the network device which displayed specific promotions.

2. The system of claim 1, wherein the event data is correlated with a promotions schedule database.

3. The system of claim 2, wherein the event data is correlated with demographics.

4. The system of claim 2, wherein the event data includes channel change events which occur after the promotion is displayed.

5. The system of claim 2, wherein the correlation provides information as to whether a channel surfer stopped surfing after a promotion was displayed.

6. The system of claim 1, wherein the event data of each network device includes a channel on the network device.

7. The system of claim 1, wherein the event data includes a time at which the network device was tuned to the channel.

8. The system of claim 1, wherein the event data includes a time at which the network device was tuned away from the channel.

9. The system of claim 1, wherein the event data includes a connection between the network device and a peripheral.

10. The system of claim 1, wherein the event data includes the viewing behavior of a viewer.

11. The system of claim 10, wherein the viewing behavior includes scrolling through a program guide.

12. The system of claim 10, wherein the viewing behavior includes promotion acceptances.

13. The system of claim 12, wherein after the promotion is accepted another promotion is displayed such that impressions of subsequent promotions are counted.

14. The system of claim 12, wherein the viewing behavior includes time spent on a viewer activity.

15. The system of claim 1, wherein the network device periodically sends the event data to the data warehouse.

16. The system of claim 1, wherein a trigger is embedded in the promotion such that when the promotion is viewed an impression is counted.

17. The system of claim 1, wherein the event data is represented in a compressed manner using a bit mask.

18. The system of claim 1, wherein the event data includes receipt of broadcast triggers.

19. The system of claim 18, wherein the broadcast triggers are transmitted on a line 21.

20. The system of claim 1, wherein the event data includes receipt of triggers in MPEG streams.

21. The system of claim 1, wherein the system is configurable in terms of acceptance and rejection events of the promotions based on thresholds configured dynamically through a central console.

22. The system of claim 21, wherein the configuration is performed for a selected network device.

23. The system of claim 21, wherein the configuration is performed for a group of network devices.

24. The system of claim 23, wherein the configuration is based on demographics of the viewers.

25. The system of claim 23, wherein the configuration is based on viewership patterns of the viewers.

26. The system of claim 23, wherein the configuration is based on the physical capabilities of the network devices.

27. The system of claim 1, wherein the event data includes the scheduled time for the promotions.

28. The system of claim 1, wherein the event data includes the network location of the network devices.

29. The system of claim 1, wherein the event data includes subsequent event data after a promotion was displayed.

30. The system of claim 29, wherein the subsequent data includes the display of a URL.

31. The system of claim 29, wherein the subsequent data includes additional channels to which the network device was tuned to.

32. The system of claim 29, wherein the subsequent data includes the display of acceptance tags, and the response of the viewer to the display of the tags.

33. The system of claim 1, wherein the counted impressions is the number of network devices which displayed specific promotions.

34. A method for reporting counted impressions in at least one network device, comprising the steps of:

collecting event data pertaining to the network device;

correlating the data with a promotions schedule database; and

providing a user interface for querying the data warehouse to enable a user to determine the counted impressions of the network device which displayed specific promotions.

35. The method of claim 34, wherein the step of correlating includes correlating with demographics data.

36. The method of claim 34, wherein the event data includes channel change events after the display of the promotion.

37. The method of claim 34, wherein the step of correlating includes providing information as to whether a channel surfer stopped surfing after the promotion was displayed.

38. The method of claim 34, wherein the event data of each network device includes a channel on the network device.

39. The method of claim 34, wherein the event data includes a time at which the network device was tuned to the channel.

40. The method of claim 34, wherein the event data includes a time at which the network device was tuned away from the channel.

41. The method of claim 34, wherein the event data includes a connection between the network device and a peripheral.

42. The method of claim 34, wherein the event data includes the viewing behavior of a viewer.

43. The method of claim 42, wherein the viewing behavior includes scrolling through a program guide.

44. The method of claim 42, wherein the viewing behavior includes promotion acceptances.

45. The method of claim 44, wherein the step of collecting includes recording impressions of subsequent promotions caused by promotion acceptances.

46. The method of claim 42, wherein the viewing behavior includes time spent on a viewer activity.

47. The method of claim 34, further comprising the step of periodically sending the event data to the data warehouse.

48. The method of claim 34, wherein the step of collecting includes counting an impression caused by a trigger embedded in a video stream.

49. The method of claim 34, wherein the event data is represented in a compressed manner using a bit mask.

50. The method of claim 34, wherein the event data includes receipt of broadcast triggers.

51. The method of claim 50, wherein the broadcast triggers are transmitted on a line 21.

52. The method of claim 34, wherein the step of collecting includes receiving triggers in MPEG streams.

53. The method of claim 34, further comprising the step of configuring the system in terms of promotion acceptance and rejection events of the promotions based on thresholds configured dynamically through a central console.

54. The method of claim 53, wherein the step of configuring includes configuring for a selected network device.

55. The method of claim 53, wherein the step of configuring includes configuring for a group of network devices.

56. The method of claim 55, wherein the configuration is based on demographics of the viewers.

57. The method of claim 55, wherein the configuration is based on the viewership patterns of the viewers.

58. The method of claim 55, wherein the configuration is based on the physical capabilities of the network devices.

59. The method of claim 34, wherein the event data includes the scheduled display time for the promotions.

60. The method of claim 34, wherein the event data includes the network locations of network devices.

61. The method of claim 34, wherein the step of collecting includes collecting subsequent event data after a promotion was displayed.

62. The method of claim 61, wherein the subsequent data includes a display of a URL.

63. The method of claim 61, wherein the subsequent data includes additional channels to which the network device was tuned to.

64. The method of claim 61, wherein the subsequent data includes the display of acceptance tags, and the response of the viewer to the display of the tags.

65. The method of claim 34, wherein the counted impressions is the number of network devices which displayed specific promotions.